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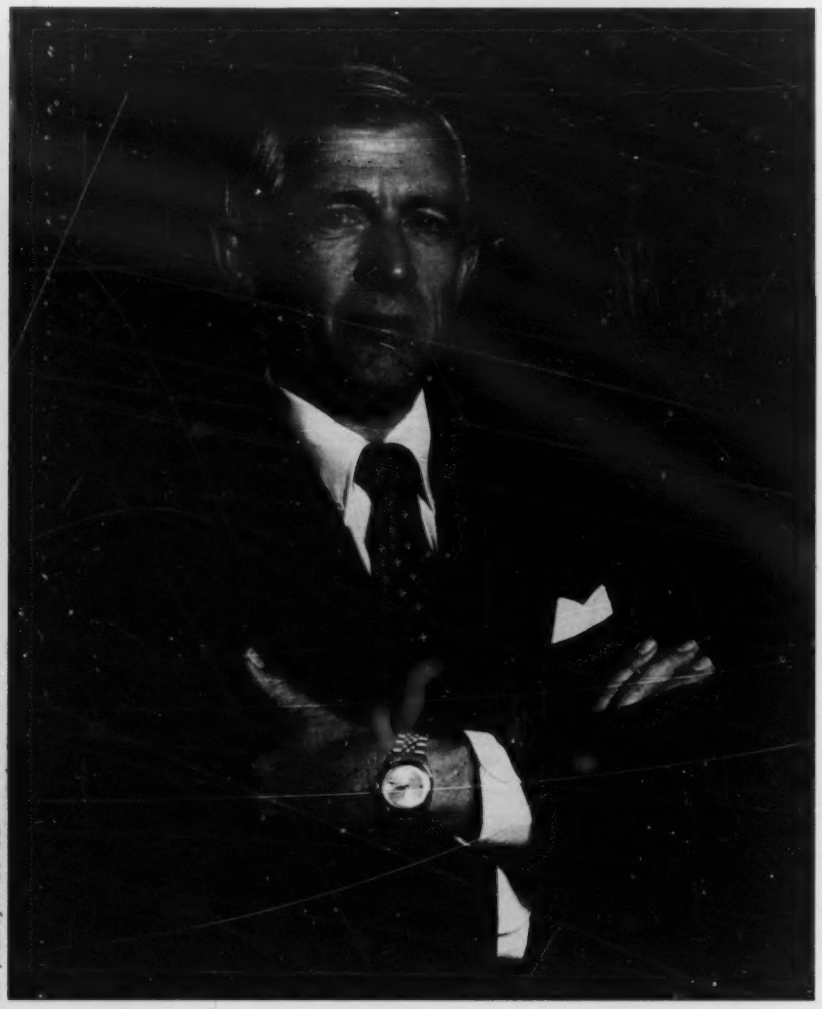
# Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

# J. Walter Tumult



Staff photo by Arnold Adler

## Johnston's reign questioned after O'Donnell ousted

By STEWART ALTER

NEW YORK—The crisis confronting J. Walter Thompson Co. is bringing to the forefront questions about the leadership and financial management of parent JWT Group.

Ironically, the swiftness with which JWT Group chairman-ceo Don Johnston acted last week in putting down what he saw as an attempted palace coup, by dismissing his hand-picked successor Joseph O'Donnell and taking the ceo title, is focusing attention on Mr. Johnston's own management of the agency group.

The people are gone but the issues remain: Why does JWT seem to run into crises every few years? And why does it do such a poor job of making money?

These old questions suddenly seem new and critical, especially since the dramatic events have filled Wall Street with the scent of a highly undervalued public company in distress.

And the handling of the events raises the question of whether Mr. Johnston did not overreact and inadvertently put JWT into play.

JWT's dilemma underscores the paradox of public ownership of agencies. Is the agency's com-

(Continued on Page 74)

**Don Johnston** has assumed control of the J. Walter Thompson Co. agency after firing Joseph O'Donnell, a move that brought little cheer to Wall Street.

**Johnston's crises—P. 74**
**O'Donnell profile—P. 75**
**JWT profit chart—P. 75**

## Y&R uses Ayer's theme as Army's new agency

By JANET MEYERS

WASHINGTON—Young & Rubicam, the U.S. Army's first new ad agency in 19 years, plans to retain the 7-year-old "Be all that you can be" theme created by N W Ayer, the agency that was fired from the account.

The winner of the controversy-riddled Army shootout isn't likely to give the Army's advertising a new look any time soon, said Louis DiJoseph, Y&R exec vp-group creative director. The Army campaign will undergo a "gradual evolution" into new executions, he explained.

The Army recruiting account "is too big a piece of business to change anything suddenly. It's very complex," Mr. DiJoseph said.

He should know. As Ayer's group creative director from 1979 to 1980, he selected the "Be all that you can be" line from 16 suggestions pinned to a wall at the agency's New York office. That line, he said, was written by former Ayer copywriter Earl Carter.

Mr. DiJoseph, who began his career with Y&R, returned to the agency in 1981.

The Army assignment, he said, is a "terrific challenge. It sounds corny, but you're asking somebody to give up a few years of their life, not trying to talk them into buying a box of soap flakes. It's serious, not trivial. Everybody working on the account feels it."

The account, at about $100 million, also is the largest single piece of an estimated $650 million in new business that Y&R has picked up in the past 13 months *(see chart on Page 73)*.

At Ayer, the mood is a mixture of anger, disappointment and relief. "The government has been playing footsie for their own purposes," said Ayer chairman Louis Hagopian. In his first interview since Thanksgiving, he charged the government with political maneuvering to oust his agency from the account.

"I'm relieved it's over," Mr. Hagopian said. "I'm delighted to be rid of them."

He said his bitterness stems from the Army's insistence on "going back to some old malarkey" in sus-

(Continued on Page 73)

## Last Minute News

### Fisher-Price debuts $150 camcorder

EAST AURORA, N.Y.—Fisher-Price is introducing a children's camcorder that records b&w images on standard audiocassettes instead of videocassettes and retails for less than $150, says *Crain's Chicago Business*, a sister publication of ADVERTISING AGE. F-P will unveil the PXL 2000 next week at the American International Toy Fair in New York *(see related story on Page 33)*. Units are expected in stores by early fall. J. Walter Thompson USA, Chicago, handles.

### Bates wins $40 million Dole account

SAN FRANCISCO—Castle & Cooke has moved its $40 million Dole Food Co. account to Ted Bates Advertising/New York. Sister Saatchi agency William Esty Co. had held the account since last April.

### Ogilvy profits drop 13.9% for quarter

NEW YORK—Ogilvy Group reports net income fell 13.9% to $12.3 million in the fourth quarter of 1986, though revenues were up 12.2% to $168.5 million. For the year, net income dropped 10.8% to $27 million, as revenues rose 14.2% to $560.1 million.

### Grape ad spending increases by a bunch

FRESNO, CAL.—The California Table Grape Commission, expecting unusually large grape crops this year, will boost its ad and promo-

(Continued on Page 8)

# Highlights


**Y&R won't shoot down Ayer theme** 1
Young & Rubicam, the U.S. Army's first new ad agency in 19 years, plans to retain the 7-year-old "Be all that you can be" theme created by N W Ayer, the agency fired from the account. The Army campaign will undergo a "gradual evolution" into new executions, said Louis DiJoseph, Y&R exec vp-group creative.

**Juicy new market** 3
The Food & Drug Administration's recent approval of aspartame for juices and related categories is likely to bring another spurt in ad spending, as a half-dozen major marketers plan new low-calorie drinks and frozen novelties using the noncaloric sweetener.

**Airing condom ads** 4
The nation's three leading condom marketers are racing to air tv spots as the number of stations willing to accept an anti-AIDS marketing approach increases daily.

**Hormel unpacks microwave entrees** 6
In a bold departure from its meat-packing base, Geo. A. Hormel & Co. is entering and expanding the microwave entree category. The Austin, Minn.-based company this week begins testing a line of shelf-stable microwave dinners under the Top Shelf name, which will pit it against package-foods giant General Foods.

**Tv viewers play along** 12
Mattel Inc. and its MTS Entertainment tv syndication arm hope to blast children's programing into a new era in September with new "interactive" toys and tv series. Along with Axlon Inc.'s MotoMonsters & the Tech Force, Mattel's Captain Power & the Soldiers of the Future may be this year's biggest innovations in the blossoming high-tech segment of the toy business. The syndicated tv shows allow viewers at home to play along.


## DIRECT MARKETING


**Food chains expand into direct mail** 24
Rising costs for media advertising, coupled with the increasing media dominance by a handful of national competitors, are convincing many smaller restaurant chains to explore direct marketing. The shift is good news for Communicorp, a marketing agency specializing in direct mail for restaurants.


## FEATURES


**Fingerprints of a fine ad** 41
Al Hampel, a longtime champion of print advertising who now heads Hampel Creative, a New York-based consultancy, rates some of this year's print ads. Gaining the reader's attention is really very simple, he says. All you have to do is make your ad as interesting as the editorial surrounding it.


## INTERNATIONAL


**Classifieds under Cuba's covers** 46
In the second of his two-part series on marketing and commerce in Cuba, Advertising Age's Mexico City correspondent Stephen Downer reports Cuba will allow the reintroduction of classified advertising in at least one magazine within a few months.

**A yen to stop ad sales tax** 48
Some Japanese advertising industry leaders are urging changes in the government's proposed sales tax, fearing the new levy could cost the industry as much as $1 billion a year when it takes effect Jan. 1.


## OTHER NEWS

Chrysler Corp. may have pulled out of the 14½-hour ABC miniseries "Amerika," but it could still have to pay the network as much as $6 million for the time it had ordered. Chrysler's announcement last week that it was withdrawing its support for the controversial "Amerika" has created an unusual and potentially explosive standoff between the nation's 22nd-largest advertiser and ABC. Page 3.

Some major toy marketers are proceeding with plans to introduce new action figures and fantasy dolls despite strong consumer interest in high-tech toys during the 1986 Christmas selling season. The industry's new-product strategies go on display next week at the 84th annual American International Toy Fair in New York. Page 33.

American Motors Corp. is adopting a comparative ad strategy as it tries to convince consumers to consider new, larger and more expensive Renault models. Its subcompact models squeezed by stiff competition, AMC is moving up to the compact segment with its new Medallion line and backing the model with an estimated $10 million media launch that begins March 1. Page 60.

Weyerhaeuser Co., the nation's leading supplier of private-label disposable diapers, is taking on Procter & Gamble and Kimberly-Clark with its first branded entry, First Choice diapers, priced 10% below the leaders. Page 78.

## SPECIAL REPORT

*The 12.5 million 18-to-24-year-olds in the collegiate market account for half of discretionary purchasing in the U.S. Many marketing strategists see collegiate advertising as a good investment because they predict that brand loyalty patterns will continue.*

## REGULAR FEATURES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# Giveaway
## Continental has ticket to notoriety

By BRIAN MORAN

New York—Continental Airlines expects last week's court-ordered grounding of an admittedly "preposterous" ticket giveaway promotion will still pay big consumer awareness dividends.

National media attention surrounded New York City's refusal to permit Continental to pass out as many as 1 million free tickets. But the media eye immediately lifted the profile of an alternative promotion hatched by Continental and its new sister carrier, Eastern Air Lines.

Following the collapse of the ticket giveaway stunt, Continental and Eastern within hours introduced MaxSavers, a joint fare-slashing program designed to undercut competitors' super-saver prices.

In their first joint marketing effort as members of Frank Lorenzo's Texas Air Corp. empire, Continental and Eastern until May 20 will promote fares to all domestic destinations at up to 40% less than super-saver fares.

The promotion also reduces the advance booking requirement for discounted tickets to two days, down from 30 days on competitors' super-saver tickets.

The Continental-Eastern move touches off a new round of industry fare wars.

American, United and Trans World Airlines said they would match the MaxSavers fares on competitive routes. Delta and Northwest said they were considering similar moves.

MaxSaver tickets will be nonrefundable, an industry first and a potential pitfall in the marketing plan.

Houston-based Continental breaks tv commercials today in the top 15 markets supporting the promotion. The spots show a super-saver ticket being ripped apart and continue the new "Up where you belong" ad theme from N W Ayer here.

Miami-based Eastern is promoting the fares with newspaper spreads themed "Cut out America" that feature a map of U.S. destinations.

Eastern also is running radio spots; no tv is planned. Campbell-Ewald, Warren, Michigan, handles.

Continental, which recently broke its first-ever corporate image tv commercials, calling attention to its Feb. 1 takeover of People Express Airlines and New York Air (AA, Jan. 19), wanted to celebrate the event with a ticket giveway Feb. 1 at Madison Square Garden. But city officials, citing safety problems with an expected crowd of at least 250,000, sued Continental.

When a judge ruled in favor of the city, Continental made an 11th-hour bid to the Meadowlands sports complex in New Jersey, site of a celebration last week for the Super Bowl champion New York Giants.

Meadowlands executives were willing to listen to the airline's idea but were not willing to give a quick enough "yes" to hold the event Feb. 1, according to Continental marketing services vp James O'Donnell.

Continental said it worked with the city for six weeks on logistics for security at the Garden. Mr. O'Donnell said the airline conducted time-and-motion studies

*(Continued on Page 76)*

# West Coast News

## Marineland goes belly up, leaving JWT out $2M

Los Angeles—J. Walter Thompson/West will lose $2 million in billings following the planned March 1 closing of Harcourt Brace Jovanovich's Marineland tourist attraction. The Palos Verdes Peninsula aquatic park anticipated it would lose $2 million this year unless it made $8 million in improvements.

Los Angeles—**James Spero**, a 16-year veteran of Doyle Dane Bernbach, will join Bozell, Jacobs, Kenyon & Eckhardt/Pacific as senior vp-media director, replacing Nelda Chambers, who is leaving the agency. Also leaving DDB is associate creative director Mas Yamashita, who will join Chiat/Day in a similar capacity. Mr. Yamashita succeeds Jeff Roll, who is moving to a senior creative position at Keye/Donna/Pearlstein, Los Angeles.

Encino, Cal.—**Arden-Mayfair** division Gelson's Markets hired Scott Lancaster Mills Atha, Los Angeles, as its first agency. The 30-year-old upscale supermarket chain with seven units will spend about $2 million annually. First ads are slated for March.

Los Angeles—**Merle Norman Cosmetics** named four agencies to compete against incumbent Della Femina, Travisano & Partners, New York, for its estimated $3 million-to-$5 million account. They are Asher/Gould, BBDO/West, Ogilvy & Mather and Ramey Communications. Presentations will be Feb. 11 to 13.

Los Alamitos, Cal.—**Button Industries**, licensor of Slim 'n Trim dairy products, is acquiring Glendale-based Johnston's Foods Co. from French owner Bonn Grain/Columbo. The acquisition will boost Slim 'n Trim's ad budget 30% to about $3 million. The Slim 'n Trim account, unassigned since Dec. 1, previously was handled by Keller-Crescent Co., Evansville, Ind.; Johnston's also is unassigned. The company is contacting agencies.

Hayward, Cal.—**Mervyn's**, a Dayton Hudson Corp. division, has narrowed the review for its $17 million broadcast account to Foote, Cone & Belding and Hal Riney & Partners, both San Francisco. Ads are currently in-house.#

# Newspaper Advertising SAU Inches in the MRCS

## November 1986 vs. November 1985

### AKRON, OH

| | 1986 Full Run | 1986 Part Run | 1985 Full Run | 1985 Part Run |
|---|---|---|---|---|
| Beacon Journal (E) | 118 169 | | 113 313 | |
| Beacon Journal (S) | 107 253 | | 76 225 | |
| Grand Total | 225 422 | | 189 538 | |

NOTE: Part run figures not available.

### ALLENTOWN, PA

| | | | | |
|---|---|---|---|---|
| Call (M) | 190 661 | | | |
| Call (S) | 129 727 | | | |
| Grand Total | 320 388 | | | |

NOTE: Part run figures and 1985 figures not available.

### ATLANTA, GA

| | | | | |
|---|---|---|---|---|
| Constitution (M) | 152 267 | 14 796 | 176 435 | 16 329 |
| Journal (E) | 183 324 | 30 190 | 203 148 | 23 523 |
| Journal & Constitution (Su) | 150 334 | 174 174 | 174 315 | 48 331 |
| Journal & Constitution (Sat) | 56 941 | | 57 396 | |
| Grand Total | 546 116 | 791 [illegible] | 614 294 | 198 183 |

NOTE: Combined Morning and Journal Evening publication rate does not apply.

### BALTIMORE, MD

| | | | | |
|---|---|---|---|---|
| Sun (M) | 161 624 | 13 780 | 149 558 | 10 [illegible] |
| Sun (E) | 197 329 | 28 [illegible] | 181 [illegible] | 2 [illegible] |
| Sun (S) | 111 [illegible] | 10 [illegible] | 141 [illegible] | 9 [illegible] |
| Grand Total | 470 [illegible] | 51 [illegible] | 441 [illegible] | 21 [illegible] |

### BERGEN COUNTY, NJ

| | | | | |
|---|---|---|---|---|
| [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

NOTE: [illegible] Part run figures not available.

### BOSTON, MA

| | | | | |
|---|---|---|---|---|
| Herald (M) | 108 763 | 3 [illegible] | 86 864 | 1 [illegible] |
| Herald (S) | 67 641 | 16 [illegible] | 75 [illegible] | 10 [illegible] |
| Globe (M) | 240 [illegible] | 35 [illegible] | 264 [illegible] | 30 [illegible] |
| Globe (S) | 314 [illegible] | 37 [illegible] | 174 [illegible] | 26 [illegible] |
| Grand Total | 731 [illegible] | 146 [illegible] | 601 [illegible] | 69 [illegible] |

### BUFFALO, NY

| | | | | |
|---|---|---|---|---|
| News (AD) | 129 [illegible] | 11 [illegible] | 132 [illegible] | 11 [illegible] |
| News (S) | 100 [illegible] | 14 [illegible] | 74 [illegible] | 10 [illegible] |
| Grand Total | 230 [illegible] | 26 [illegible] | 207 [illegible] | 21 [illegible] |

### CAMDEN, NJ

| | | | | |
|---|---|---|---|---|
| Courier-Post (E) | 145 [illegible] | 19 [illegible] | 126 [illegible] | 19 [illegible] |
| Courier-Post (S) | 84 [illegible] | 16 [illegible] | 69 [illegible] | 11 [illegible] |
| Grand Total | 229 [illegible] | 41 [illegible] | 196 [illegible] | 31 [illegible] |

### CHARLOTTE, NC

| | | | | |
|---|---|---|---|---|
| Observer (M) | 149 945 | 10 [illegible] | 141 [illegible] | 16 [illegible] |
| Observer (S) | 103 210 | 16 [illegible] | 72 [illegible] | 15 [illegible] |
| Grand Total | 253 155 | 39 [illegible] | 220 [illegible] | 63 [illegible] |

### CHICAGO, IL

| | | | | |
|---|---|---|---|---|
| Sun-Times (M) | 141 702 | 19 [illegible] | 136 [illegible] | 19 [illegible] |
| Sun-Times (S) | 85 [illegible] | 61 [illegible] | 71 [illegible] | 42 [illegible] |
| *Tribune (M) | 145 [illegible] | 288 [illegible] | 150 [illegible] | 271 [illegible] |
| *Tribune (S) | 136 [illegible] | 111 [illegible] | 142 [illegible] | 99 [illegible] |
| Grand Total | 511 [illegible] | 561 [illegible] | 501 [illegible] | 511 [illegible] |

NOTE: *Tribune figures supplied by publisher to Media Records. 1986 figures represent advertising for 10/27/86 to 11/23/86.

### CINCINNATI, OH

| | | | | |
|---|---|---|---|---|
| Enquirer (M) | 195 365 | 17 869 | 202 670 | 8 047 |
| Enquirer (S) | 196 538 | 15 547 | 145 705 | 13 603 |
| Post (E) | 110 763 | 33 792 | 103 684 | 22 835 |
| Grand Total | 502 666 | 67 208 | 452 009 | 44 485 |

### CLEVELAND, OH

| | | | | |
|---|---|---|---|---|
| Plain Dealer (M) | 164 556 | 34 313 | 164 272 | 35 167 |
| Plain Dealer (S) | 157 570 | 18 852 | 121 042 | 6 526 |
| Grand Total | 322 126 | 53 165 | 285 314 | 41 693 |

### DALLAS, TX

| | | | | |
|---|---|---|---|---|
| News (M) | 314 698 | 12 613 | 342 649 | 10 953 |
| News (S) | 201 103 | 26 640 | 185 567 | 23 235 |
| Times-Herald (AD) | 242 830 | 30 518 | 289 380 | 21 461 |
| Times-Herald (S) | 158 117 | 29 920 | 143 439 | 21 589 |
| Grand Total | 916 748 | 99 691 | 961 035 | 77 238 |

### DENVER, CO

| | | | | |
|---|---|---|---|---|
| Rocky Mt. News (M) | 297 633 | 4 445 | 304 507 | 854 |
| Rocky Mt. News (S) | 136 318 | 564 | 114 538 | 558 |
| Post (M) | 207 910 | 19 705 | 216 006 | 5 211 |
| Post (S) | 162 383 | 1 643 | 135 971 | 2 737 |
| Grand Total | 804 244 | 26 357 | 771 022 | 9 360 |

### DETROIT, MI

| | | | | |
|---|---|---|---|---|
| Free Press (M) | 106 076 | 64 699 | 107 360 | 54 149 |
| Free Press (S) | 64 693 | 77 109 | 59 957 | 30 164 |
| News (AD) | 158 448 | 62 641 | 161 246 | 55 734 |
| News (S) | 126 256 | 68 535 | 96 729 | 48 613 |
| Grand Total | 455 473 | 272 984 | 425 292 | 188 660 |

### ESCONDIDO, CA

| | | | | |
|---|---|---|---|---|
| Times Advocate (E) | 170 [illegible] | 5 444 | —— | —— |
| Times Advocate (S) | 7 [illegible] | —— | —— | —— |
| Grand Total | 178 581 | 5 444 | —— | —— |

NOTE: 1985 figures not available.

### FORT LAUDERDALE, FL

| | | | | |
|---|---|---|---|---|
| News & Sun-Sentinel (S) | 158 [illegible] | —— | 122 [illegible] | —— |
| Sun-Sentinel (M) | 312 [illegible] | —— | 313 [illegible] | —— |
| Grand Total | 471 [illegible] | —— | 440 [illegible] | —— |

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

### FORT WAYNE, IN

| | | | | |
|---|---|---|---|---|
| Journal Gazette (M) | 89 [illegible] | | 86 [illegible] | |
| Journal Gazette (S) | 165 [illegible] | | 69 [illegible] | |
| News Sentinel (E) | 99 [illegible] | | 98 [illegible] | |
| Grand Total | 354 [illegible] | | 254 [illegible] | |

NOTE: Part run figures not available.

### GREENWICH STAMFORD, CT

| | | | | |
|---|---|---|---|---|
| Time (E) | 90 [illegible] | 2 [illegible] | 88 [illegible] | 2 [illegible] |
| Time (Su) | 95 [illegible] | 369 | 72 [illegible] | —— |
| Advocate (E) | 172 [illegible] | 20 [illegible] | 176 [illegible] | 3 [illegible] |
| Advo (Su) | 90 [illegible] | 177 | 75 [illegible] | —— |
| Grand Total | 380 [illegible] | 21 [illegible] | 367 [illegible] | 11 [illegible] |

### HARTFORD, CT

| | | | | |
|---|---|---|---|---|
| Courant (M) | 179 [illegible] | 21 [illegible] | 133 [illegible] | 22 [illegible] |
| Courant (S) | 114 [illegible] | 164 [illegible] | 83 [illegible] | 141 [illegible] |
| Grand Total | 293 [illegible] | 185 [illegible] | 216 [illegible] | 163 [illegible] |

### HONOLULU, HI

| | | | | |
|---|---|---|---|---|
| Advertiser (M) | 112 [illegible] | | 130 [illegible] | |
| Star-Bulletin (E) | 97 [illegible] | | 53 [illegible] | |
| Star-Bulletin (Sa) | | | | |
| Advertiser (Su) | 100 [illegible] | | 80 [illegible] | |
| Grand Total | 309 [illegible] | | 263 [illegible] | |

### HOUSTON, TX

| | | | | |
|---|---|---|---|---|
| Chronicle (AD) | 199 [illegible] | 37 [illegible] | 202 [illegible] | 33 [illegible] |
| Chronicle (S) | 134 [illegible] | 69 [illegible] | 137 [illegible] | 41 [illegible] |
| Post (M) | 197 [illegible] | 31 [illegible] | 192 [illegible] | 46 [illegible] |
| Post (S) | 107 [illegible] | 34 [illegible] | 80 [illegible] | 34 [illegible] |
| Grand Total | 610 [illegible] | 122 [illegible] | 611 [illegible] | 154 [illegible] |

### LONG BEACH, CA

| | | | | |
|---|---|---|---|---|
| Press Telegram (M) | 120 [illegible] | 55 [illegible] | 126 [illegible] | |
| Press Telegram (S) | 80 [illegible] | 4 [illegible] | 59 [illegible] | |
| Grand Total | 200 [illegible] | 59 [illegible] | 186 [illegible] | |

NOTE: 1985 Part run figures not available.

### LONG ISLAND, NY

| | | | | |
|---|---|---|---|---|
| Newsday (E) | 130 [illegible] | 130 [illegible] | 142 [illegible] | 27 [illegible] |
| Newsday (S) | 124 [illegible] | 173 [illegible] | 110 [illegible] | 107 [illegible] |
| Grand Total | 254 [illegible] | 304 [illegible] | 253 [illegible] | 135 [illegible] |

### LOS ANGELES, CA

| | | | | |
|---|---|---|---|---|
| Times (M) | 329 [illegible] | 325 [illegible] | 331 [illegible] | 332 [illegible] |
| Times (S) | 214 [illegible] | 138 [illegible] | 178 [illegible] | 108 [illegible] |
| Herald Examiner (M) | 71 617 | 12 [illegible] | 86 [illegible] | 12 [illegible] |
| Herald Examiner (S) | 19 870 | 10 [illegible] | 14 [illegible] | 6 [illegible] |
| Grand Total | 626 [illegible] | 478 [illegible] | 611 [illegible] | 471 [illegible] |

### LOS ANGELES/SAN FERNANDO VALLEY, CA

| | | | | |
|---|---|---|---|---|
| News (M) | 148 800 | 53 [illegible] | 217 [illegible] | 35 [illegible] |
| News (S) | 113 898 | 3 [illegible] | 91 504 | 2 [illegible] |
| Grand Total | 312 698 | 57 [illegible] | 329 313 | 37 [illegible] |

### *LOS ANGELES/TORRANCE, CA

| | | | | |
|---|---|---|---|---|
| Breeze (E & S) | 264 655 | —— | 242 432 | —— |
| Grand Total | 264 655 | —— | 242 432 | —— |

NOTE: Figures supplied by publisher to Media Records.

### *LOUISVILLE, KY

| | | | | |
|---|---|---|---|---|
| Courier-Journal (M) | 117 210 | 71 685 | 122 961 | 78 989 |
| Courier-Journal (S) | 82 849 | 117 038 | 74 583 | 68 863 |
| Times (E) | 88 487 | 62 050 | 107 317 | 68 681 |
| Grand Total | 288 546 | 250 773 | 304 859 | 216 533 |

NOTE: Figures supplied by publisher to Media Records.

### *MEMPHIS, TN

| | | | | |
|---|---|---|---|---|
| Commercial Appeal (M) | 156 298 | 137 298 | 159 060 | 122 298 |
| Commercial Appeal (S) | 137 457 | 16 566 | 95 987 | 12 197 |
| Grand Total | 293 755 | 153 774 | 255 047 | 134 495 |

NOTE: Figures supplied by publisher to Media Records.

### MIAMI, FL

| | | | | |
|---|---|---|---|---|
| Herald (M) | 186 446 | —— | 205 308 | —— |
| Herald (S) | 148 177 | —— | 111 179 | —— |
| News (E) | 65 848 | —— | 73 096 | —— |
| Grand Total | 400 471 | —— | 389 583 | —— |

NOTE: Part run figures not available.

### MINNEAPOLIS, MN

| | | | | |
|---|---|---|---|---|
| Star & Tribune (AD) | 123 068 | 28 928 | 130 953 | 22 324 |
| Star & Tribune (S) | 181 690 | 13 035 | 145 875 | 4 092 |
| Star & Tribune (Sat) | 30 245 | —— | 26 446 | —— |
| Grand Total | 335 003 | 41 963 | 303 274 | 26 416 |

### *NASHVILLE, TN

| | | | | |
|---|---|---|---|---|
| Banner (E) | 132 681 | | 113 [illegible] | |
| Tennessean (M) | 133 [illegible] | | 106 [illegible] | |
| Tennessean (S) | 133 [illegible] | | 91 [illegible] | |
| Grand Total | 400 [illegible] | | 311 [illegible] | |

NOTE: Figures supplied by publisher to Media Records.

### NEW BRUNSWICK, NJ

| | | | | |
|---|---|---|---|---|
| Home News (E) | 103 [illegible] | 5 [illegible] | 108 [illegible] | 179 |
| Home News (S) | 106 [illegible] | 13 [illegible] | 83 [illegible] | 1 [illegible] |
| Grand Total | 209 [illegible] | 18 [illegible] | 191 [illegible] | 2 [illegible] |

### NEW YORK, NY

| | | | | |
|---|---|---|---|---|
| Times (M) | 167 [illegible] | 15 [illegible] | 190 [illegible] | 17 [illegible] |
| Times (S) | 194 [illegible] | 164 [illegible] | 176 [illegible] | 137 [illegible] |
| News (M) | 63 [illegible] | 109 [illegible] | 69 [illegible] | 111 [illegible] |
| News (S) | 56 [illegible] | 140 [illegible] | 33 [illegible] | 167 [illegible] |
| Post (AD) | 47 [illegible] | 1 [illegible] | 47 [illegible] | 1 [illegible] |
| Grand Total | 632 [illegible] | 430 [illegible] | 543 [illegible] | 433 [illegible] |

### NEWARK, NJ

| | | | | |
|---|---|---|---|---|
| Star-Ledger (M) | 319 [illegible] | 6 [illegible] | 195 [illegible] | 5 [illegible] |
| Star-Ledger (S) | 154 [illegible] | 38 [illegible] | 140 [illegible] | 31 [illegible] |
| Grand Total | 473 [illegible] | 44 [illegible] | 335 [illegible] | 36 [illegible] |

### OAKLAND, CA

| | | | | |
|---|---|---|---|---|
| Tribune (M) | 96 [illegible] | 36 [illegible] | 101 [illegible] | 33 [illegible] |
| Tribune (S) | 49 [illegible] | 63 [illegible] | 33 [illegible] | 36 [illegible] |
| Grand Total | 145 [illegible] | 100 [illegible] | 134 [illegible] | 69 [illegible] |

### OCEANSIDE, CA
### SAN DIEGO COASTAL NORTH COUNTY

| | | | | |
|---|---|---|---|---|
| Blade Tribune (E) | 111 [illegible] | 6 [illegible] | 105 [illegible] | 5 [illegible] |
| Blade Tribune (S) | 65 [illegible] | | 41 [illegible] | |
| Grand Total | 176 [illegible] | 6 [illegible] | 146 [illegible] | 5 [illegible] |

NOTE: Blade Tribune combined publication rate does not apply.

### ORANGE COUNTY, CA

| | | | | |
|---|---|---|---|---|
| Reg (M-AD) | 329 [illegible] | 111 [illegible] | 341 [illegible] | 86 [illegible] |
| Reg (S) | 187 [illegible] | 30 [illegible] | 139 [illegible] | 3 [illegible] |
| Grand Total | 516 [illegible] | 118 [illegible] | 386 [illegible] | 89 [illegible] |

### PHILADELPHIA, PA

| | | | | |
|---|---|---|---|---|
| Inquirer (M) | 179 [illegible] | 46 [illegible] | 190 [illegible] | 50 [illegible] |
| Inquirer (S) | 154 [illegible] | 98 [illegible] | 148 [illegible] | 79 [illegible] |
| News (E) | 95 [illegible] | 3 [illegible] | 102 [illegible] | 1 [illegible] |
| Grand Total | 863 [illegible] | 198 [illegible] | 448 [illegible] | 131 [illegible] |

### *PHOENIX, AZ

| | | | | |
|---|---|---|---|---|
| Arizona Republic (M) | 321 364 | 17 [illegible] | 293 [illegible] | 29 [illegible] |
| Arizona Republic (Su) | 156 [illegible] | | 159 [illegible] | |
| Gazette (E) | 200 [illegible] | 17 [illegible] | 214 [illegible] | 29 [illegible] |
| Grand Total | 678 [illegible] | 25 [illegible] | 644 [illegible] | 58 [illegible] |

NOTE: Figures supplied by publisher to Media Records.

### *RIVERSIDE, CA

| | | | | |
|---|---|---|---|---|
| Press Enterprise (M & S) | 312 [illegible] | 21 [illegible] | 294 [illegible] | 19 [illegible] |
| Grand Total | 312 [illegible] | 21 [illegible] | 294 [illegible] | 19 [illegible] |

NOTE: Figures supplied by publisher to Media Records.

### *ST. LOUIS, MO

| | | | | |
|---|---|---|---|---|
| Post Dispatch (M) | 135 [illegible] | 44 [illegible] | 131 [illegible] | 36 [illegible] |
| Post Dispatch (S) | 179 [illegible] | 1 [illegible] | 134 [illegible] | |
| Grand Total | 314 [illegible] | 45 [illegible] | 265 [illegible] | 36 [illegible] |

NOTE: Figures supplied by publisher to Media Records.

### ST. PAUL, MN

| | | | | |
|---|---|---|---|---|
| Pioneer Press Dispatch (AD) | 105 [illegible] | | 113 [illegible] | |
| Pioneer Press Dispatch (S) | 148 [illegible] | | 107 [illegible] | |
| Grand Total | 254 [illegible] | —— | 221 [illegible] | |

NOTE: Part run figures not available.

### SAN ANTONIO, TX

| | | | | |
|---|---|---|---|---|
| Express-News (AD) | 124 770 | 46 008 | 161 051 | 35 284 |
| Express-News (S) | 97 835 | 55 518 | 84 720 | 40 081 |
| Express-News (Sat) | 40 541 | —— | 50 736 | |
| Light (AD) | 144 144 | 27 435 | 152 201 | 42 649 |
| Light (S) | 122 553 | 15 195 | 86 594 | 21 906 |
| Light (Sat) | 33 967 | 2 234 | 42 990 | 627 |
| Grand Total | 563 910 | 146 390 | 578 292 | 150 547 |

NOTE: Express-News All Day and Light All Day published five days a week only.

### SAN DIEGO, CA

| | | | | |
|---|---|---|---|---|
| Union (M) | 223 307 | 56 527 | 253 687 | 34 696 |
| Union (S) | 167 036 | —— | 129 222 | —— |
| Tribune (E) | 225 933 | 53 030 | 258 711 | 34 846 |
| Grand Total | 616 276 | 109 557 | 641 670 | 69 542 |

### SAN FRANCISCO, CA

| | | | | |
|---|---|---|---|---|
| Chronicle (M) | 136 338 | 95 001 | 152 429 | 90 499 |
| Examiner & Chronicle (S) | 98 038 | 62 127 | 83 810 | 44 050 |
| Grand Total | 234 376 | 157 128 | 236 239 | 134 549 |

### SAN JOSE, CA

| | | | | |
|---|---|---|---|---|
| Mercury News (AD) | 302 618 | 19 929 | 327 455 | 32 696 |
| Mercury News (S) | 201 588 | —— | 158 722 | —— |
| Grand Total | 504 206 | 19 929 | 486 177 | 32 696 |

### SHREVEPORT, LA

| | | | | |
|---|---|---|---|---|
| Journal (E) | 101 [illegible] | 4 [illegible] | 93 [illegible] | 3 [illegible] |
| Times (M) | 113 [illegible] | 16 [illegible] | 107 [illegible] | 19 [illegible] |
| Times (S) | 80 [illegible] | 25 [illegible] | 77 [illegible] | 19 [illegible] |
| Grand Total | 296 [illegible] | 53 [illegible] | 283 [illegible] | 39 [illegible] |

### *STATE COLLEGE, PA

| | | | | |
|---|---|---|---|---|
| Centre Times (E) | 87 668 | 5 [illegible] | 94 [illegible] | 8 [illegible] |
| Centre Times (Su) | 59 [illegible] | 1 [illegible] | 32 [illegible] | 1 [illegible] |
| Grand Total | 147 [illegible] | 6 [illegible] | 126 [illegible] | 10 [illegible] |

NOTE: Figures supplied by publisher to Media Records.

### SYRACUSE, NY

| | | | | |
|---|---|---|---|---|
| Herald Journal (E) | 85 [illegible] | 10 [illegible] | 100 [illegible] | 5 [illegible] |
| Herald American (S) | 69 [illegible] | 10 [illegible] | 71 [illegible] | 11 [illegible] |
| Post Standard (M) | 89 [illegible] | 10 [illegible] | 80 [illegible] | 3 [illegible] |
| Grand Total | 244 [illegible] | 30 [illegible] | 251 [illegible] | 19 [illegible] |

### *TAMPA, FL

| | | | | |
|---|---|---|---|---|
| Tribune (AD&S) | 183 [illegible] | 177 [illegible] | 196 [illegible] | 90 [illegible] |
| Grand Total | 183 [illegible] | 177 [illegible] | 196 [illegible] | 90 [illegible] |

NOTE: Figures supplied by publisher to Media Records.

### *TOLEDO, OH

| | | | | |
|---|---|---|---|---|
| Blade (M) | 108 [illegible] | | 110 [illegible] | |
| Blade (S) | 77 [illegible] | | 102 [illegible] | |
| Grand Total | 185 [illegible] | | 212 [illegible] | |

NOTE: Figures supplied by publisher to Media Records.

### WASHINGTON, DC

| | | | | |
|---|---|---|---|---|
| Post (M) | 197 [illegible] | 36 [illegible] | 204 [illegible] | 37 [illegible] |
| Post (S) | 138 [illegible] | 34 [illegible] | 99 [illegible] | 37 [illegible] |
| Grand Total | 335 [illegible] | 70 [illegible] | 303 [illegible] | 74 [illegible] |

### WASHINGTON, DC SUBURBAN GROUP

| | | | | |
|---|---|---|---|---|
| Journal Newspapers (M) | 71 [illegible] | 7 [illegible] | 75 [illegible] | 5 [illegible] |
| Montgomery Journal (M) | 70 [illegible] | 7 [illegible] | 66 [illegible] | 7 [illegible] |
| Gazette Newspapers (M) | 76 [illegible] | 1 [illegible] | 66 [illegible] | 1 [illegible] |
| Montgomery Journal (M) | 73 [illegible] | 24 [illegible] | 66 [illegible] | 3 [illegible] |
| Gazette Newspapers (M) | 90 [illegible] | 1 [illegible] | 72 [illegible] | 1 [illegible] |
| Arlington Journal (M) | 40 [illegible] | | 32 [illegible] | 2 [illegible] |
| Grand Total | 420 [illegible] | 41 [illegible] | 381 [illegible] | 19 [illegible] |

NOTE: Abbreviations: Journal Newspapers (Montgomery Journal, Montgomery Journal Potomac Edition, Montgomery Journal Bethesda Edition); Gazette Newspapers (Montgomery Gazette, Montgomery Gazette Potomac Edition, Montgomery Gazette Bethesda Edition). Part run figures were only published in Montgomery Journal and Montgomery Gazette.

### WESTCHESTER/ROCKLAND, NY

| | | | | |
|---|---|---|---|---|
| Reporter Dispatch (M) | 96 [illegible] | 26 [illegible] | 106 [illegible] | 9 [illegible] |
| Reporter Dispatch (S) | 117 [illegible] | 61 [illegible] | 96 [illegible] | 14 [illegible] |
| Grand Total | 213 [illegible] | 87 [illegible] | 196 [illegible] | 23 [illegible] |

### WICHITA, KS

| | | | | |
|---|---|---|---|---|
| Eagle Beacon (M) | 131 [illegible] | | 136 [illegible] | |
| Eagle Beacon (S) | 107 [illegible] | | 78 [illegible] | |
| Grand Total | 238 [illegible] | | 214 [illegible] | |

NOTE: Part run figures not available.

## Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

**REPORTING METHODOLOGY**

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

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Illustration by David Krank

# Bonuses out, ads back in as Cuban economy worsens

By STEPHEN DOWNER

*Editor's note: In the second of his two reports on marketing and commerce in Cuba,* Advertising Age *Mexico City correspondent Stephen Downer examines the state of the Cuban consumer economy.*

Havana—Cuba will allow the reintroduction of classified advertising in at least one magazine within a few months, according to the Cuban Journalists' Union.

"There will be a magazine with classified ads, but there will be much greater control over it than before," said union president Julio Garcia.

Mr. Garcia said classified advertising will reappear in general-interest magazine *Opina*, which printed the ads for several years before the government outlawed them a year ago.

"People were using them to promote illegal businesses," said Mr. Garcia.

Another magazine, *Tribuna*, published classified ads for several months before the government clamp-down.

The projected lifting of the ban is an indication that Marxist-dominated Cuba's experiment with capitalist practices is not entirely finished as it struggles to overcome its economic crisis. But whatever steps it takes in that direction apparently will be small.

In a speech closing the third Cuban Communist Party Congress in early December, President Fidel Castro explained why the party had abandoned capitalist-style bonus systems in factories, despite the need for greater efficiency.

"Our man disguised as a capitalist produced whatever he felt like," said Mr. Castro. "He didn't care about quality. . .companies began to sell at high prices, to overcharge in order to turn a profit by year's end."

Mr. Castro argued: "A Communist consciousness and spirit, a revolutionary vocation and willingness were, are and always will be a thousand times more powerful than money."

The morning after the speech, Channel 6, one of two national tv networks, presented a discussion between a government official and a journalist on the merits of a small piece of Cuban-produced cable.

"The quality leaves a lot to be desired," the government official said. "This is something that could be exported. But how can you export it when it looks like this," he complained, referring to the plastic wrapping.

Mr. Castro said Cuba experienced a 40% decline in foreign earnings in 1986 because of one of the worst droughts of the century, a drop in the price of oil Cuba gets from the Soviet Union and the high price of imports from the West, sparked by a decline in the value of the U.S. dollar.

"Serious difficulties have been created," Mr. Castro said, adding that imports from countries such as Canada, Japan and Spain, Cuba's main Western trading partners, would be reduced from $1.2 billion in 1986 to $600 million in 1987.

Jose Luis Rodriguez, deputy director of the Cuban World Economic Study Center, said productivity is not a problem in Cuba. "The problem is international prices for raw materials and agricultural products," he said.

In 1974, he said, sugar was sold on the open market for 29¢ a pound. In 1985, the price was 4¢ a pound. "In 1981," he said, "Cuba earned $866 million from sugar sales on the open market. In 1985 it earned $171 million."

Mr. Rodriguez said Cuba would try to ride out the crisis by eliminating purchases of new technology and making better use of existing resources,

(Continued on Page 48)

# Spirited debate

## Tariffs threaten $30M in advertising

**An Advertising Age roundup**

The Reagan administration's plan to impose 200% tariffs on $400 million in goods imported from Common Market countries could devastate some distilled spirit and wine importers, imperil more than $30 million in advertising and force a trade war, observers warn.

Among European products targeted are French brandy and cognac (a $165 million category in the U.S.) and English gin ($72 million).

The tariff is in retaliation for U.S. grain sales lost when Portugal and Spain joined the European Community (EC), thereby adopting the group's higher import duties.

Industry officials say a 200% duty on imported brandy, cognac and gin would sharply reduce U.S. marketing of those products, which represent about $30 million to $35 million in advertising annually.

"If I'm going to lose 50% of my sales, which is not inconceivable, I'm certainly not going to continue spending $7 million a year on advertising," said Richard Shriner, senior vp-marketing for Kobrand, New York, marketer of Beefeater gin.

Kobrand's Beefeater and Tanqueray, which is marketed by Distillers Somerset, New York, are the leading imported gins in the U.S. Tanqueray depleted 1.17 million cases in 1985; Beefeater depleted 1.12 million. AC&R, New York, handles Beefeater; Smith/Greenland, New York, handles Tanqueray.

Mr. Shriner says the tariff would almost double gin's retail price, pushing the price of a bottle of Beefeater to $18.75 from about $10.50. That could cost James Burrough PLC, London, which makes Beefeater gin, as much as two-thirds, or $10 million, of U.S. sales.

Marketers say the lower retail prices would give Soviet imports a marketing edge. "If someone goes into the store and is looking for a prestigious drink and has the choice between Russian vodka at $11 or an English gin at $18, what are they going to go for?" said Don Gregory, Burrough's export director. Bartle Bogle Hegarty, London, handles Beefeater.

Villa Banfi, which makes Riunite Lambrusco, stands to lose much of its $96 million in U.S. white wine imports. Managing director Izio Rivella said the company "will have to work very hard to maintain our position in the U.S. market."

The Cognac Information Bureau, New York, estimated the average 750ml bottle of French cognac would jump from $18 to $38, causing sales to drop as much as 80%.

The brunt of the trade issue falls on six U.S. companies, "which is grossly unfair to us," Kobrand's Mr. Shriner said.

Besides gin marketers Kobrand and Distillers Somerset, they are cognac sellers Remy Martin, New York; W.A. Taylor & Co. (Courvoisier), Miami; Schieffelin & Co. (Hennessy), New York, and J. & F. Martell, New York.

The U.S. is the No. 1 overseas market for French cognac.

"The idea of building the brand through advertising and public relations would be too expensive," said Evan Galbraith, chairman of Moet-Hennessy U.S. "It would end the market in the U.S."

He predicted an all-out trade war if the controversy is not resolved. The EC already has proposed increasing the duty on U.S. corn gluten and rice, which affects about $402 million in U.S. exports, an EC spokeswoman said.

Sources in Washington say the U.S. has prepared a "hit list" of European imports, targeting German autos and Scotch whisky, for higher import duties.

As of last week, the EC and the Reagan administration had only agreed that they had to reach a settlement of the issues by Jan. 30. Whether that meant agreeing to a trade war or agreeing to drop all "unreasonable" tariffs remained to be seen.

*Contributing to this story were Julie Franz, Chicago; Michelle McCarter, Rome; Sean Milmo, London; Claire Wilson, Paris, and Patricia Winters, New York.*

## World News Roundup

(Continued from Page 3)

similar move in the U.K.

**London—Blue Bell Inc.** moved its $1.5 million Wrangler jeans account to BBDO from Collett Dickenson Pearce.

**Moscow—Verlag** Aenne Burda German publishing house will launch a Russian edition of its *Burda Moden* fashion magazine March 3.

**London—Elizabeth** Arden picked Ted Bates Ltd. for its $1.5 million U.K. account. Simon Hall Associates Ltd. previously handled.

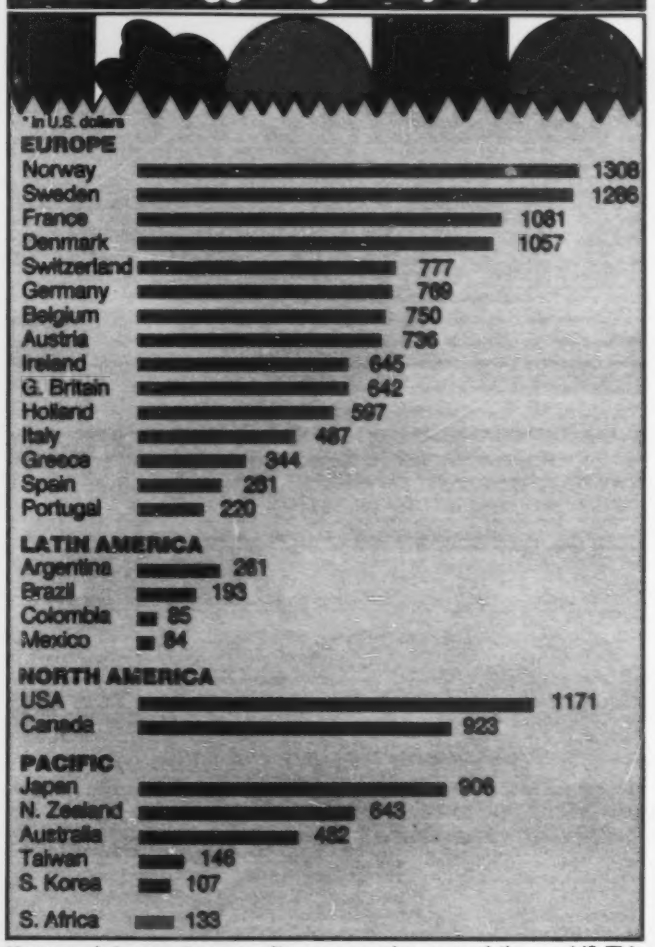
**Frankfurt—McCain** Foods Ltd. moved its estimated $1.1 million Complete Dinner frozen food account to TBWA from former agency Saatchi & Saatchi Compton.

**Mexico City—Bacardi** y Compania moved its estimated $500,000 prepared cocktails account to J. Walter Thompson Co. from Noble & Asociados.

**Tokyo—Fuji Photo** Film Co. launched a new print campaign, via Dentsu, featuring Julian Lennon.

**Agency acquisitions** and openings: **Feldman, Calleux, Associes**, Paris, acquired a minority share of El Viso, Madrid. . .**Ayer Barker**, London, acquired Chuter Morgenthau Partnership, London. . .**Alliance International**, Brussels, bought HVR Advertising, Amsterdam, and is merging ASL and Lane Advertising & Marketing, both of London.

## World's biggest grocery spenders




**How much is spent** per capita on groceries around the world? This chart gives figures, in U.S. dollars, for 27 countries in Europe, Latin America, North America, South Africa and the Pacific. The information represents calendar year 1984, the latest year for which figures were available. Source: A.C. Nielsen Co.